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website services

5 Things You Need to Know Before Setting Up Your First Website

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So you're ready to start your online business and you need a Website Home where your people can find you and sign up for your services.

I remember being in that place and being overwhelmed, not knowing where to start. Even though I come from a career in technology, I'd been in management for the last half of that time and had lost touch with the hands-on involvement of exactly what the bits and pieces are that make up a presence on the Internet.

Knowing that there are good practices in technology along with lots of messy and inefficient coding habits and methods, I wanted to do it the "right" way with tools that were clean and well built and would allow my systems to grow with my business. But how to find the "right" tools and methods?

Fortunately, a very good friend and Coaching Buddy helped show me the ropes and she taught me the basics of what I needed for a solid, well built website. Since then, I've built over 50 websites, playing with those tools and expanding my knowledge and skills and would love to make your journey easier, by sharing what I've learned.

Before you start turning your ideas into a website, you're going to need to understand these five concepts and how you will be using them:

- Domain Names and Registration
- Website Hosting Services
- Site Content
- Website Design
- Do it Yourself or Hire Someone

Let's take a look at each of these points in a little more detail.



#1 Domain Names and Registration

Your Domain Name is the address where people will find you on the Internet.

It can be your name or it can be descriptive describing what your business is about and I suspect you've already thought about this!

Domain Names need to be unique and they need to be *registered* with one of the Domain Registration services. Domain Registration is renewed annually and it will cost you around \$15 or less a year.

You can think of registration as a huge directory that gets stored on the Internet – a little like coordinates in your car's navigation system and it tells the Internet exactly where to find your website.

#2 Domain Hosting

This is the server/s (computers) where your website physically lives and you'll want to sign up for a reputable website hosting service that will take care of your website making sure that it's available 24 hours a day, 365 days a year so that you and your services can always be found.

Monthly Hosting services typically cost around \$6 and up.

You'll want to use a hosting service that has good back-end tools that will make it easy to install WordPress, access files directly when you need to, and set up email accounts for your domain.

An important consideration is how easy it is to get to technical support when you need to contact them.

#3 Site Content

Though it doesn't have to be perfect, you need to have at least an outline of what content you'll have on your website.



The basic minimum should be the Home page, an About page describing who you are and why people would want to work with you, and a Service page where you can outline what you offer your people. Spending some time here is going to smooth the process when you get started and having the content in place will make it easier to style the look of your new site.

#4 Website Design

This is all about styling for your website.

How do you want it to be laid out, what colors and fonts do you like, etc.

You'll want to do your research and put together a list of sites offering similar services along with what you like and don't like about the various features that they offer so that you have an idea of what you want for your site.

You'll also want to research colors, fonts, and images so that you have a good feel for the general style you're looking for.

#5 Do it Yourself or Hire Someone

If you're fairly technically minded, you might want to do this yourself.

If this appeals to you, you're going to want to do your homework, find all the tools you'll need, and learn how to use them. Then you'll want to be prepared to spend a significant amount of time setting up your site unless you've already built websites before, and if that were the case, I doubt you'd be reading this document, since you'd already know exactly how to go about doing this.

If you decide to hire someone to help set up your site, you'll want to do your homework and find someone who feels right to you. Someone who understands what you want and someone that you think you can trust and that you'll enjoy working with.



Conclusion

Assuming you have these 5 things in place or have at least thought about them, you're ready to start setting up your website.

My experience tells me that you'll want to plan on 4 – 12 weeks for this process.

Yes, you can make it happen faster than that if you know what you want and have done your homework, but it could also take longer if you're planning something a little more sophisticated. (I've also learned that if you're a Kolbe Fact Finder, the process tends to take longer.)

If you have questions about setting up your first website, [Contact me](#) and we'll figure them out.

If you'd like to explore the possibility of working with me, I offer a FREE 30 Minute [Consultation](#) where we can get to know each other, answer questions, and get a feel for whether or not we might like to work together.



Meet Maryna

I Love Playing With Technology

For as long as I can remember, I've loved all things logical and organized and before finishing school I knew that I wanted a career in Computers and Information Technology. Though I loved that part of my career, I wasn't quite as enchanted with corporate politics. It didn't take long for me to notice that my best experiences at work had to do with people who came to me to talk about problems at work and at home and I loved watching them walk away feeling better about whatever the issue was.



I'm a Martha Beck Coach

After being laid off from my most recent corporate job in August 2010, timing was perfect to pursue my dream of working with people and I signed up for life coach training with Martha Beck. Since I had no day job, I knew that I had to grow my coaching business. Fast! Part of that process was setting up a website for my business. And that's when the unexpected magic showed up!

I'm a Life Coach who Designs Websites

I discovered that learning the basics of WordPress websites and setting up a site wasn't as fun for many of my coaching buddies as it was for me. That's how I initially started my website services business – as a way to pay the bills while I grew my traditional coaching business. I loved it!! I understand the coaching business and I know what coaches need to support the online side of what they do. And the big bonus:



Coaches are so much more fun to work with than some of the corporate types I tried so hard to please.

I Make Systems Easy for Non-Techy Coaches

While I loved the business I've been creating for myself, it has only been recently that I've realized I don't need to feel bad about not having a traditional coaching business because it turns out, this is the perfect niche for me: combining my love for technology and working with Coaches. My super power is calm, can-do energy and I love smoothing the website design and implementation process for my clients, taking what feels like a challenge for them and easily and effortlessly working together to turn their ideas into reality. And since this process of setting up websites and services often brings up issues for coaches, I enjoy gently stepping them through those issues. You, your dreams, me: designing and creating a website and services to showcase what you do. Big smile in my soul!

Ready to get started?

If you have questions [contact me](#) and I'd be happy to answer them. If you're looking for a Web Designer, I'd like to offer you a [FREE 30 minute consultation](#) where we can get to know each other and find out if we might like to work together.



Meet a few of my Clients



"Working with Maryna is a dream for anyone who wants to set up and maintain a website! Not only does she really know the technical side of it, but unlike many technical people, she is very creative. She knew just the right questions to ask to get what I really wanted out of me-- even when I couldn't describe it. For my website, those things I want to do myself--she explains in a way I can understand. And those "behind the scenes" things I don't want to do--they just get done without me having to worry about it. Working with Maryna is easy, efficient, soul-nurturing, and just plain fun! I can't imagine developing or maintaining a website without her!"

~ Susan C Foster

"I love working with Maryna. Not only is her work excellent, she is a joy to work with. She is a soul soother. I get anxious about anything to do with tech, so I reach out to her and she's always there, ready to calm me down with her cheerful, serene, "Sure, I help with that" attitude! Maryna responds quickly and thoroughly to all my requests. She accomplishes tasks quickly and is unflappable about changes of direction. She respects my budget, giving me a sense of how much time certain tasks will take. Finally, the quality of her work is excellent. I am thrilled with everything about the website she made for me!"



~ Allison Mecham Evans



"Working with Maryna was incredible! Her patience, guidance, expertise and coaching helped to create a website that I am so excited to share. She never rushed me or made me feel any pressure to move through this journey more quickly than I was able to. I was a complete novice when I began working with her, but now I feel more knowledgeable about websites. The information she gave me about managing my site is thorough and understandable. I also greatly appreciate her attention to detail, honesty, and promptness. Every request and question that I sent her was responded to quickly and completely. I will always send others her way! And turn to her in the future!"

~ Maureen Doyle

"I did not know anything I was doing going into this process and was overwhelmed at where to even start. Maryna was great at helping me break it down into manageable parts and was able to help me and was able to help me come up with ideas and ways to present the information that I wanted in a way that made sense. She was always very quick at getting back to me and helping me stay on task with the process of launching my website. She was so good natured to work with. I would describe her as knowledgeable, competent, creative, thoughtful, and professional. I enjoyed the process so much."



~ Alexia Camfield